

IN THE SPECIFICATION

[0030] The picture analyzer 3 analyzes an input picture 101 (or an image) to decide the insertion strength of the electronic watermark to be inserted, from one pixel of the input picture to the next, to output the insertion strength information 104 to the electronic watermark pattern inserter 1 and to the key information pattern inserter 2 (step [[1]] S1 in Fig. 5).